

## Message Text

UNCLASSIFIED

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72

ACTION ARA-20

INFO OCT-01 ISO-00 COME-00 EB-11 AGR-20 AID-20 CIAE-00

INR-10 NSAE-00 RSC-01 USIA-15 DRC-01 /099 W

----- 086934

R 131515Z MAR 74

FM AMCONSUL MARTINIQUE

TO SECSTATE WASHDC 1501

UNCLAS MARTINIQUE 0100

E.O.11652: N/A

TAGS: BEXP, AFSP, MB

SUBJECT: COMMERCIAL ACTION PROGRAM- FRENCH WEST INDIES.

REF: STATE 041655 AND PREVIOUS.

1. OBJECTIVE ONE: INCREASE US SHARE OF PLEASURE BOAT AND MOTOR MARKET. ACTION ONE: BY APRIL 15 PREPARE LIST OF GUADELOUPEAN AND MARTINIQUEAN IMPORTERS OF PLEASURE BOATS AND MOTORS. WHILE LESS FORMAL THAN A TRADE LIST, SUCH LISTING TO INCLUDE INTER ALIA: A) US COMPANIES REPRESENTED, AND B) DESIRE TO HANDLE ADDITIONAL DISTRIBUTORSHIPS. ACTION TWO: BY MAY ONE SUBMIT AT LEAST

TWO TRADE OPPORTUNITIES ON BEST PROSPECTS FOR NEW DISTRIBUTOR SHIPS. ACTION THREE: FIND DISTRIBUTORS FOR AT LEAST ONE NEW-TO-MARKET MANUFACTURER. COMMERCE TO IDENTIFY AND WORK WITH US MANUFACTURERS USING LIST OF LOCAL IMPORTERS PREPARED UNDER ACTION ONE.

2. OBJECTIVE TWO: IN ORDER TO ALLOW MORE TIME FOR COMMERCIAL WORK REALLOCATE AVAILABLE CONSULATE RESOURCES IN ACCORDANCE WITH INSPECTORS MEMORANDUM OF 11/3/72 WHICH (AS FAR AS POST IS AWARE) WAS NEVER ACTED UPON BY DEPARTMENT. ACTION ONE: REVIEW CONSULATE S ROUTINE ADMINISTRATIVE AND CONSULAR REPORTING REQUIREMENTS AND BY APRIL 31 SUBMIT UPDATED RECOMMENDATIONS (A-100 OF 11/17/72) TO WASHINGTON FOR ELIMINATION OF REPORTS OF MARGINAL UTILITY. ACTION TWO: RESUBMIT REQUEST (A-73 OF 12/12/73) FOR CONSULAR COMMISSION FOR AMERICAN SECRETARY.

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3. COMMENT. CONSULATE HAS FOR FIRST TIME RECEIVED COMPUTER

PRINTOUTS OF FTI FOR FRENCH WEST INDIES AND FRENCH GUIANA. AS PART OF ITS NORMAL EXPORT-PROMOTION ACTIVITIES, IT INTENDS UP-DATE THOSE THIRTY-ONE ENTRIES WHICH WERE WRITTEN IN 1967. FIRST APPRAISAL INDICATES THAT SUCH ENTRIES ARE OF LITTLE VALUE TODAY. MANY ENTRIES SHOW ERRONEOUS NAMES AND/OR ADDRESSES. MOREOVER, DUE TO HIGH BUSINESS MORTALITY RATE AND OWNERSHIP CHANGES IN THIS PART OF WORLD, OTHER FIRMS NO LONGER EXIST AT ALL.

CONSULATE WOULD VERY MUCH LIKE SIMILARLY UPDATE ENTRIES FOR 1968 AND 1969. HOWEVER IT CANNOT BOTH DO THIS AND CARRY OUT CAP PROPOSED ABOVE. WITHOUT ATTEMPTING TO BEAT A DEAD HORSE, IT RESPECTFULLY SUGGEST THAT SINGLE-MOST A-VALUABLE SERVICE IT CAN

RENDER TO PROMOTE AMERICAN EXPORTS LIES IN THIS FIELD. THEREFORE, IT RECOMMENDS THE SUBSTITUTION OF THIS ACTIVITY FOR CAP PROPOSED ABOVE.

REMOLE

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Draft Date:** 13 MAR 1974  
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**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
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